

# Other Direct Selling Establishments: 2002

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## 2002 Economic Census

*Retail Trade*

Industry Series



USCENSUSBUREAU

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



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-- Not applicable for this report.

**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records <sup>1</sup>	Estimated <sup>2</sup>
45439	Other direct selling establishments .....	22 416	22 380 952	3 776 176	905 050	148 702	16.5	6.4
454390	Other direct selling establishments .....	22 416	22 380 952	3 776 176	905 050	148 702	16.5	6.4
4543901	Direct selling, furniture, home furnishings, electronics, and appliances .....	5 960	5 495 319	914 609	214 423	36 826	15.4	5.9
4543902	Direct selling, books, periodicals, videos, and compact discs .....	1 341	1 341 099	196 974	47 837	10 194	16.5	6.3
4543903	Direct selling, other merchandise .....	15 115	15 544 534	2 664 593	642 790	101 682	17.0	6.6

<sup>1</sup>Includes sales information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
45439	Other direct selling establishments . . . . . 2002.. 1997..	22 416 14 867	22 380 952 14 581 600	3 776 176 2 491 192	148 702 117 461
454390	Other direct selling establishments . . . . . 2002.. 1997..	22 416 14 867	22 380 952 14 581 600	3 776 176 2 491 192	148 702 117 461
4543901	Direct selling, furniture, home furnishings, electronics, and appliances . . . . . 2002.. 1997..	5 960 4 284	5 495 319 3 617 293	914 609 551 054	36 826 29 503
4543902	Direct selling, books, periodicals, videos, and compact discs . . . 2002.. 1997..	1 341 1 263	1 341 099 1 751 884	196 974 324 225	10 194 19 475
4543903	Direct selling, other merchandise . . . . . 2002.. 1997..	15 115 9 320	15 544 534 9 212 423	2 664 593 1 615 913	101 682 68 483

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
45439		Other direct selling establishments . . . . .	22 416	X	22 380 952	X	100.0	56.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. . . . .	4 233	7 309 756	6 289 235	86.0	28.1	43.6
	20108	Bottled, canned, or packaged soft drinks . . . . .	908	591 904	303 112	51.2	1.4	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc. . . . .	3 744	7 006 803	5 986 123	85.4	26.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption . . . . .	707	321 378	137 792	42.9	.6	X
	20130	Alcoholic drinks served at the establishment . . . . .	49	27 514	3 110	11.3	Z	X
	20140	Packaged liquor, wine, & beer . . . . .	385	334 273	70 639	21.1	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others . . . . .	605	482 312	90 574	18.8	.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics . . . . .	2 444	1 966 067	1 318 042	67.0	5.9	42.6
	20161	Prescriptions . . . . .	25	41 933	24 155	57.6	.1	X
	20162	Nonprescription medicines . . . . .	178	126 761	20 064	15.8	.1	X
	20163	Vitamins, minerals, & other dietary supplements . . . . .	643	746 026	278 996	37.4	1.2	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs . . . . .	560	549 098	457 868	83.4	2.0	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. . . . .	1 137	593 192	294 403	49.6	1.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. . . . .	342	296 509	31 539	10.6	.1	X
	20167	Hearing aids & supplies . . . . .	343	215 161	211 017	98.1	.9	X
	20180	Soaps, detergents, & household cleaners . . . . .	764	530 662	105 764	19.9	.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. . . . .	730	1 089 805	123 773	11.4	.6	X
	20200	Men's wear . . . . .	1 202	1 015 190	593 482	58.5	2.7	X
	20220	Women's, juniors', & misses' wear . . . . .	1 154	740 535	275 442	37.2	1.2	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories . . . . .	333	402 504	63 043	15.7	.3	X
	20260	Footwear, including accessories . . . . .	810	551 779	237 797	43.1	1.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. . . . .	206	99 578	27 074	27.2	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings . . . . .	1 797	998 707	693 588	69.4	3.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. . . . .	1 250	1 402 154	573 858	40.9	2.6	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. . . . .	224	639 530	106 469	16.6	.5	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories . . . . .	668	675 862	161 932	24.0	.7	41.2
	20321	Televisions . . . . .	517	522 908	85 423	16.3	.4	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices . . . . .	260	292 652	76 509	26.1	.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories . . . . .	1 239	1 079 105	572 445	53.0	2.6	40.3
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment . . . . .	551	503 710	281 791	55.9	1.3	X
	20335	Records, tapes, audio tape books, & compact discs . . . . .	674	508 159	207 329	40.8	.9	X
	20337	Musical instruments, sheet music, & related items . . . . .	78	156 185	83 325	53.4	.4	X
	20340	Furniture, sleep equipment & outdoor/patio furniture . . . . .	1 005	1 209 619	735 612	60.8	3.3	X
	20360	Flooring & floor coverings . . . . .	899	706 589	429 103	60.7	1.9	X
	20370	Computer hardware, software, & supplies, including computer game software . . . . .	1 004	899 228	500 191	55.6	2.2	47.8
	20375	Computer & peripheral equipment . . . . .	920	830 944	393 560	47.4	1.8	X
	20376	Prepackaged (off-the-shelf) computer software . . . . .	436	418 413	106 631	25.5	.5	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc . . . . .	2 281	2 903 836	1 947 574	67.1	8.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. . . . .	1 353	757 228	453 399	59.9	2.0	X
	20420	Books . . . . .	1 113	1 385 191	783 932	56.6	3.5	X
	20440	Photographic equipment & supplies . . . . .	78	95 303	14 104	14.8	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles . . . . .	601	325 327	65 479	20.1	.3	32.8
	20461	Toys, including wheel goods . . . . .	292	149 896	15 641	10.4	.1	X
	20462	Games, including video & electronic games . . . . .	110	75 934	13 350	17.6	.1	X
	20463	Hobby goods . . . . .	241	117 627	36 488	31.0	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. . . . .	175	171 923	69 966	40.7	.3	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. . . . .	491	396 901	269 578	67.9	1.2	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures . . . . .	933	825 642	544 515	66.0	2.4	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. . . . .	1 962	1 919 411	1 301 302	67.8	5.8	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed . . . . .	200	205 907	99 120	48.1	.4	X
	20670	Paint & sundries . . . . .	175	155 321	66 565	42.9	.3	X
	20690	Wallpaper & other flexible wallcoverings . . . . .	122	77 656	8 546	11.0	Z	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
45439		Other direct selling establishments—Con.						
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002 .....	7	4 042	155	3.8	Z	X
	20720	Automotive fuels .....	166	176 586	27 364	15.5	.1	X
	20730	Automotive lubricants, including oil, greases, etc. ....	198	228 038	24 411	10.7	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	141	122 894	3 111	2.5	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	56	96 842	8 707	9.0	Z	X
	20800	Pets, pet foods, & pet supplies .....	277	335 843	46 709	13.9	.2	X
	20850	All other merchandise .....	4 582	4 870 118	2 924 072	60.0	13.1	41.0
	20851	Stationery products, including stationery, tablets, pads, & related products .....	535	514 158	150 534	29.3	.7	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	358	380 395	101 498	26.7	.5	X
	20853	Office & school supplies .....	778	908 077	447 787	49.3	2.0	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	473	497 986	167 539	33.6	.7	X
	20855	Greeting cards .....	384	180 236	21 273	11.8	.1	X
	20856	Magazines & newspapers .....	1 040	1 222 382	293 702	24.0	1.3	X
	20859	Luggage & leather goods .....	87	96 592	19 069	19.7	.1	X
	20861	Antiques, items over 100 years old .....	222	372 490	224 174	60.2	1.0	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply .....	269	383 920	107 405	28.0	.5	X
	20863	Art goods, including original pictures & sculptures .....	646	422 958	302 487	71.5	1.4	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	774	1 104 785	757 732	68.6	3.4	X
	20879	Artificial/silk flowers, plants, & trees .....	273	117 250	17 703	15.1	.1	X
	20883	All other merchandise .....	447	464 571	313 169	67.4	1.4	X
	29810	All other merchandise .....	930	1 094 220	108 870	10.0	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	2 924	2 892 862	499 378	17.3	2.2	X
454390		Other direct selling establishments .....	22 416	X	22 380 952	X	100.0	56.9
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	4 233	7 309 756	6 289 235	86.0	28.1	43.6
	20108	Bottled, canned, or packaged soft drinks .....	908	591 904	303 112	51.2	1.4	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc. ....	3 744	7 006 803	5 986 123	85.4	26.7	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	707	321 378	137 792	42.9	.6	X
	20130	Alcoholic drinks served at the establishment .....	49	27 514	3 110	11.3	Z	X
	20140	Packaged liquor, wine, & beer .....	385	334 273	70 639	21.1	.3	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	605	482 312	90 574	18.8	.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	2 444	1 966 067	1 318 042	67.0	5.9	42.6
	20161	Prescriptions .....	25	41 933	24 155	57.6	.1	X
	20162	Nonprescription medicines .....	178	126 761	20 064	15.8	.1	X
	20163	Vitamins, minerals, & other dietary supplements .....	643	746 026	278 996	37.4	1.2	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	560	549 098	457 868	83.4	2.0	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	1 137	593 192	294 403	49.6	1.3	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	342	296 509	31 539	10.6	.1	X
	20167	Hearing aids & supplies .....	343	215 161	211 017	98.1	.9	X
	20180	Soaps, detergents, & household cleaners .....	764	530 662	105 764	19.9	.5	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	730	1 089 805	123 773	11.4	.6	X
	20200	Men's wear .....	1 202	1 015 190	593 482	58.5	2.7	X
	20220	Women's, juniors', & misses' wear .....	1 154	740 535	275 442	37.2	1.2	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	333	402 504	63 043	15.7	.3	X
	20260	Footwear, including accessories .....	810	551 779	237 797	43.1	1.1	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	206	99 578	27 074	27.2	.1	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	1 797	998 707	693 588	69.4	3.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	1 250	1 402 154	573 858	40.9	2.6	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	224	639 530	106 469	16.6	.5	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	668	675 862	161 932	24.0	.7	41.2
	20321	Televisions .....	517	522 908	85 423	16.3	.4	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices .....	260	292 652	76 509	26.1	.3	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	1 239	1 079 105	572 445	53.0	2.6	40.3
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	551	503 710	281 791	55.9	1.3	X
	20335	Records, tapes, audio tape books, & compact discs .....	674	508 159	207 329	40.8	.9	X
	20337	Musical instruments, sheet music, & related items .....	78	156 185	83 325	53.4	.4	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
454390		Other direct selling establishments—Con.						
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	1 005	1 209 619	735 612	60.8	3.3	X
	20360	Flooring & floor coverings.....	899	706 589	429 103	60.7	1.9	X
	20370	Computer hardware, software, & supplies, including computer game software.....	1 004	899 228	500 191	55.6	2.2	47.8
	20375	Computer & peripheral equipment .....	920	830 944	393 560	47.4	1.8	X
	20376	Prepackaged (off-the-shelf) computer software .....	436	418 413	106 631	25.5	.5	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc .....	2 281	2 903 836	1 947 574	67.1	8.7	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	1 353	757 228	453 399	59.9	2.0	X
	20420	Books .....	1 113	1 385 191	783 932	56.6	3.5	X
	20440	Photographic equipment & supplies .....	78	95 303	14 104	14.8	.1	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	601	325 327	65 479	20.1	.3	32.8
	20461	Toys, including wheel goods .....	292	149 896	15 641	10.4	.1	X
	20462	Games, including video & electronic games .....	110	75 934	13 350	17.6	.1	X
	20463	Hobby goods .....	241	117 627	36 488	31.0	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	175	171 923	69 966	40.7	.3	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	491	396 901	269 578	67.9	1.2	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	933	825 642	544 515	66.0	2.4	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	1 962	1 919 411	1 301 302	67.8	5.8	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed .....	200	205 907	99 120	48.1	.4	X
	20670	Paint & sundries .....	175	155 321	66 565	42.9	.3	X
	20690	Wallpaper & other flexible wallcoverings .....	122	77 656	8 546	11.0	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002 .....	7	4 042	155	3.8	Z	X
	20720	Automotive fuels .....	166	176 586	27 364	15.5	.1	X
	20730	Automotive lubricants, including oil, greases, etc. ....	198	228 038	24 411	10.7	.1	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	141	122 894	3 111	2.5	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	56	96 842	8 707	9.0	Z	X
	20800	Pets, pet foods, & pet supplies .....	277	335 843	46 709	13.9	.2	X
	20850	All other merchandise .....	4 582	4 870 118	2 924 072	60.0	13.1	41.0
	20851	Stationery products, including stationery, tablets, pads, & related products .....	535	514 158	150 534	29.3	.7	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	358	380 395	101 498	26.7	.5	X
	20853	Office & school supplies .....	778	908 077	447 787	49.3	2.0	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	473	497 986	167 539	33.6	.7	X
	20855	Greeting cards .....	384	180 236	21 273	11.8	.1	X
	20856	Magazines & newspapers .....	1 040	1 222 382	293 702	24.0	1.3	X
	20859	Luggage & leather goods .....	87	96 592	19 069	19.7	.1	X
	20861	Antiques, items over 100 years old .....	222	372 490	224 174	60.2	1.0	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply .....	269	383 920	107 405	28.0	.5	X
	20863	Art goods, including original pictures & sculptures .....	646	422 958	302 487	71.5	1.4	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	774	1 104 785	757 732	68.6	3.4	X
	20879	Artificial/silk flowers, plants, & trees .....	273	117 250	17 703	15.1	.1	X
	20883	All other merchandise .....	447	464 571	313 169	67.4	1.4	X
	29810	All other merchandise .....	930	1 094 220	108 870	10.0	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	2 924	2 892 862	499 378	17.3	2.2	X
4543901		Direct selling, furniture, home furnishings, electronics, and appliances ...	5 960	X	5 495 319	X	100.0	62.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	51	179 697	7 364	4.1	.1	56.1
	20108	Bottled, canned, or packaged soft drinks .....	13	9 202	715	7.8	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc. ....	38	170 495	6 649	3.9	.1	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	7	6 594	110	1.7	Z	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	15	92 651	1 374	1.5	Z	X
	20180	Soaps, detergents, & household cleaners .....	26	15 827	659	4.2	Z	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	17	8 957	440	4.9	Z	X
	20200	Men's wear .....	11	20 058	1 099	5.5	Z	X
	20220	Women's, juniors', & misses' wear .....	15	12 584	1 484	11.8	Z	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	9	11 870	385	3.2	Z	X
	20260	Footwear, including accessories .....	7	18 135	2 088	11.5	Z	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	40	23 410	1 264	5.4	Z	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	1 725	924 093	664 824	71.9	12.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	1 008	602 232	451 495	75.0	8.2	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales				Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—			
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>		
4543901		Direct selling, furniture, home furnishings, electronics, and appliances— Con.							
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	97	214 537	98 201	45.8	1.8		X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	332	299 825	90 178	30.1	1.6		46.1
	20321	Televisions .....	302	288 734	75 008	26.0	1.4		X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices .....	115	144 054	15 170	10.5	.3		X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	555	513 043	316 420	61.7	5.8		43.9
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	513	475 740	280 864	59.0	5.1		X
	20335	Records, tapes, audio tape books, & compact discs .....	16	6 593	193	2.9	Z		X
	20337	Musical instruments, sheet music, & related items .....	45	91 265	35 363	38.7	.6		X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	751	940 854	689 278	73.3	12.5		X
	20360	Flooring & floor coverings .....	817	628 555	371 264	59.1	6.8		X
	20370	Computer hardware, software, & supplies, including computer game software .....	854	728 185	478 203	65.7	8.7		60.7
	20375	Computer & peripheral equipment .....	800	664 549	371 946	56.0	6.8		X
	20376	Prepackaged (off-the-shelf) computer software .....	399	407 405	106 257	26.1	1.9		X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	1 278	2 089 265	1 809 386	86.6	32.9		X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	68	31 488	1 704	5.4	Z		X
	20420	Books .....	29	148 319	9 947	6.7	.2		X
	20440	Photographic equipment & supplies .....	33	53 799	13 793	25.6	.3		X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	24	28 905	1 484	5.1	Z		61.6
	20461	Toys, including wheel goods .....	20	17 071	1 111	6.5	Z		X
	20462	Games, including video & electronic games .....	10	22 933	373	1.6	Z		X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	81	49 348	7 638	15.5	.1		X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	40	161 013	5 056	3.1	.1		X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed .....	55	42 534	29 620	69.6	.5		X
	20670	Paint & sundries .....	17	13 244	330	2.5	Z		X
	20690	Wallpaper & other flexible wallcoverings .....	101	48 743	2 638	5.4	Z		X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	15	11 595	934	8.1	Z		X
	20850	All other merchandise .....	601	707 797	183 873	26.0	3.3		50.0
	20851	Stationery products, including stationery, tablets, pads, & related products .....	13	4 792	248	5.2	Z		X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	37	50 990	2 800	5.5	.1		X
	20853	Office & school supplies .....	85	63 978	7 616	11.9	.1		X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	265	302 994	141 669	46.8	2.6		X
	20855	Greeting cards .....	30	21 977	211	1.0	Z		X
	20856	Magazines & newspapers .....	13	175 045	2 080	1.2	Z		X
	20859	Luggage & leather goods .....	15	19 415	633	3.3	Z		X
	20861	Antiques, items over 100 years old .....	89	75 069	7 127	9.5	.1		X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply .....	93	85 827	5 700	6.6	.1		X
	20863	Art goods, including original pictures & sculptures .....	111	89 713	5 893	6.6	.1		X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	28	32 629	1 526	4.7	Z		X
	20879	Artificial/silk flowers, plants, & trees .....	82	49 100	965	2.0	Z		X
	20883	All other merchandise .....	46	48 477	7 405	15.3	.1		X
	29810	All other merchandise .....	156	162 991	16 816	10.3	.3		X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	1 377	1 056 695	232 892	22.0	4.2		X
4543902		Direct selling, books, periodicals, videos, and compact discs .....	1 341	X	1 341 099	X	100.0		56.3
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	17	12 217	899	7.4	.1		56.3
	20108	Bottled, canned, or packaged soft drinks .....	11	3 523	219	6.2	Z		X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc. ....	14	9 657	680	7.0	.1		X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	6	3 004	107	3.6	Z		X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	23	5 807	751	12.9	.1		X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	9	3 098	54	1.7	Z		X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	40	39 831	27 868	70.0	2.1		X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	117	141 781	61 182	43.2	4.6		35.8
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices .....	117	141 781	61 182	43.2	4.6		X

See footnotes at end of table.



**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
4543902		Direct selling, books, periodicals, videos, and compact discs—Con.						
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	349	317 505	177 818	56.0	13.3	37.4
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	9	4 747	36	.8	Z	X
	20335	Records, tapes, audio tape books, & compact discs .....	349	317 505	177 752	56.0	13.3	X
	20370	Computer hardware, software, & supplies, including computer game software .....	29	5 338	376	7.0	Z	56.3
	20375	Computer & peripheral equipment .....	6	1 076	90	8.4	Z	X
	20376	Prepackaged (off-the-shelf) computer software .....	23	4 262	286	6.7	Z	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc. ....	20	2 991	121	4.0	Z	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	20	7 738	644	8.3	Z	X
	20420	Books .....	635	807 221	758 747	94.0	56.6	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	86	56 259	1 958	3.5	.1	45.9
	20461	Toys, including wheel goods .....	72	54 109	1 405	2.6	.1	X
	20462	Games, including video & electronic games .....	14	3 494	457	13.1	Z	X
	20463	Hobby goods .....	9	2 041	96	4.7	Z	X
	20850	All other merchandise .....	701	855 688	278 777	32.6	20.8	X
	29810	All other merchandise .....	29	18 454	1 408	7.6	.1	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	91	72 795	30 000	41.2	2.2	X
4543903		Direct selling, other merchandise .....	15 115	X	15 544 534	X	100.0	55.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc. ....	4 165	7 117 842	6 280 972	88.2	40.4	41.9
	20108	Bottled, canned, or packaged soft drinks .....	884	579 179	302 178	52.2	1.9	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc. ....	3 692	6 826 651	5 978 794	87.6	38.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption .....	696	316 176	136 201	43.1	.9	X
	20130	Alcoholic drinks served at the establishment .....	49	27 514	3 110	11.3	Z	X
	20140	Packaged liquor, wine, & beer .....	380	329 855	70 277	21.3	.5	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others .....	575	469 911	89 713	19.1	.6	X
	20160	Drugs, health aids, beauty aids, including cosmetics .....	2 420	1 870 318	1 316 614	70.4	8.5	43.2
	20161	Prescriptions .....	25	41 933	24 155	57.6	.2	X
	20162	Nonprescription medicines .....	176	124 619	20 048	16.1	.1	X
	20163	Vitamins, minerals, & other dietary supplements .....	634	742 928	278 942	37.5	1.8	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs .....	558	546 956	457 852	83.7	2.9	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc. ....	1 133	561 638	293 229	52.2	1.9	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc. ....	331	237 512	31 371	13.2	.2	X
	20167	Hearing aids & supplies .....	343	215 161	211 017	98.1	1.4	X
	20180	Soaps, detergents, & household cleaners .....	738	514 835	105 105	20.4	.7	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc. ....	673	1 041 017	95 465	9.2	.6	X
	20200	Men's wear .....	1 188	994 850	592 383	59.5	3.8	X
	20220	Women's, juniors', & misses' wear .....	1 139	727 951	273 958	37.6	1.8	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories .....	324	390 634	62 658	16.0	.4	X
	20260	Footwear, including accessories .....	803	533 644	235 709	44.2	1.5	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc. ....	166	76 168	25 810	33.9	.2	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings .....	72	74 614	28 764	38.6	.2	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc. ....	242	799 922	122 363	15.3	.8	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc. ....	124	424 832	8 241	1.9	.1	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories .....	219	234 256	10 572	4.5	.1	41.6
	20321	Televisions .....	215	234 174	10 415	4.4	.1	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices .....	28	6 817	157	2.3	Z	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories .....	335	248 557	78 207	31.5	.5	42.6
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment .....	29	23 223	891	3.8	Z	X
	20335	Records, tapes, audio tape books, & compact discs .....	309	184 061	29 384	16.0	.2	X
	20337	Musical instruments, sheet music, & related items .....	29	64 491	47 932	74.3	.3	X
	20340	Furniture, sleep equipment & outdoor/patio furniture .....	254	268 765	46 334	17.2	.3	X
	20360	Flooring & floor coverings .....	82	78 034	57 839	74.1	.4	X

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage <sup>2</sup> (percent)
						As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments <sup>1</sup>	
			Number	Total sales (\$1,000)	Amount <sup>1</sup> (\$1,000)			
4543903		Direct selling, other merchandise—Con.						
	20370	Computer hardware, software, & supplies, including computer game software .....	121	165 705	21 612	13.0	.1	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc .....	983	811 580	138 067	17.0	.9	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc. ....	1 265	718 002	451 051	62.8	2.9	X
	20420	Books .....	449	429 651	15 238	3.5	.1	X
	20440	Photographic equipment & supplies .....	45	41 504	311	.7	Z	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles .....	491	240 163	62 037	25.8	.4	25.5
	20461	Toys, including wheel goods .....	200	78 716	13 125	16.7	.1	X
	20462	Games, including video & electronic games .....	86	49 507	12 520	25.3	.1	X
	20463	Hobby goods .....	232	115 586	36 392	31.5	.2	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	175	171 923	69 966	40.7	.5	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc. ....	487	395 142	269 138	68.1	1.7	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures .....	852	776 294	536 877	69.2	3.5	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc. ....	1 922	1 758 398	1 296 246	73.7	8.3	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed .....	145	163 373	69 500	42.5	.4	X
	20670	Paint & sundries .....	158	142 077	66 235	46.6	.4	X
	20690	Wallpaper & other flexible wallcoverings .....	21	28 913	5 908	20.4	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002 .....	7	4 042	155	3.8	Z	X
	20720	Automotive fuels .....	166	176 586	27 364	15.5	.2	X
	20730	Automotive lubricants, including oil, greases, etc. ....	198	228 038	24 411	10.7	.2	X
	20740	Automotive tires, tubes, batteries, parts, accessories .....	126	111 299	2 177	2.0	Z	X
	20780	Household fuels, including oil, LP gas, wood, coal .....	56	96 842	8 707	9.0	.1	X
	20800	Pets, pet foods, & pet supplies .....	272	252 754	45 555	18.0	.3	X
	20850	All other merchandise .....	3 280	3 306 633	2 461 422	74.4	15.8	43.9
	20851	Stationery products, including stationery, tablets, pads, & related products .....	496	491 200	149 801	30.5	1.0	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper .....	317	328 977	98 678	30.0	.6	X
	20853	Office & school supplies .....	689	839 290	440 073	52.4	2.8	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ....	208	194 992	25 870	13.3	.2	X
	20855	Greeting cards .....	332	141 325	20 429	14.5	.1	X
	20856	Magazines & newspapers .....	359	220 255	14 596	6.6	.1	X
	20859	Luggage & leather goods .....	72	77 177	18 436	23.9	.1	X
	20861	Antiques, items over 100 years old .....	129	291 149	216 972	74.5	1.4	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply .....	176	298 093	101 705	34.1	.7	X
	20863	Art goods, including original pictures & sculptures .....	531	329 771	296 524	89.9	1.9	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons .....	731	1 065 199	756 092	71.0	4.9	X
	20879	Artificial/silk flowers, plants, & trees .....	191	68 150	16 738	24.6	.1	X
	20883	All other merchandise .....	397	414 751	305 508	73.7	2.0	X
	29810	All other merchandise .....	745	912 775	90 646	9.9	.6	X
	29900	All nonmerch rpts, incl all rpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided .....	1 456	1 763 372	236 486	13.4	1.5	X

<sup>1</sup>Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Sales of establishments reporting product line sales as percent of total sales.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
45439	Other direct selling establishments						
	All firms .....	22 416	22 380 952	100.0	3 776 176	905 050	148 702
	4 largest firms .....	528	3 227 974	14.4	521 742	128 715	15 114
	8 largest firms .....	642	4 103 357	18.3	662 168	159 883	18 818
	20 largest firms .....	1 210	5 443 067	24.3	838 908	205 305	28 681
	50 largest firms .....	1 409	6 838 658	30.6	1 003 327	245 803	34 188
454390	Other direct selling establishments						
	All firms .....	22 416	22 380 952	100.0	3 776 176	905 050	148 702
	4 largest firms .....	528	3 227 974	14.4	521 742	128 715	15 114
	8 largest firms .....	642	4 103 357	18.3	662 168	159 883	18 818
	20 largest firms .....	1 210	5 443 067	24.3	838 908	205 305	28 681
	50 largest firms .....	1 409	6 838 658	30.6	1 003 327	245 803	34 188
4543901	Direct selling, furniture, home furnishings, electronics, and appliances						
	All firms .....	5 960	5 495 319	100.0	914 609	214 423	36 826
	4 largest firms .....	370	994 205	18.1	106 536	21 404	7 265
	8 largest firms .....	374	1 206 142	21.9	121 882	25 201	7 616
	20 largest firms .....	414	1 543 095	28.1	167 626	36 254	8 975
	50 largest firms .....	472	1 913 677	34.8	224 630	49 582	10 433
4543902	Direct selling, books, periodicals, videos, and compact discs						
	All firms .....	1 341	1 341 099	100.0	196 974	47 837	10 194
	4 largest firms .....	7	496 803	37.0	42 840	10 841	1 766
	8 largest firms .....	11	614 218	45.8	56 616	14 919	2 387
	20 largest firms .....	25	741 634	55.3	78 822	20 253	3 234
	50 largest firms .....	66	864 241	64.4	103 269	25 767	4 452
4543903	Direct selling, other merchandise						
	All firms .....	15 115	15 544 534	100.0	2 664 593	642 790	101 682
	4 largest firms .....	633	2 775 424	17.9	556 933	141 874	16 797
	8 largest firms .....	775	3 446 572	22.2	633 550	157 945	18 396
	20 largest firms .....	952	4 443 955	28.6	738 326	186 290	22 034
	50 largest firms .....	1 065	5 390 103	34.7	865 769	215 914	25 491

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.